



# KERALA AYURVEDA LTD

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Aluva, Kerala.

Website: [www.keralaayurveda.biz](http://www.keralaayurveda.biz)



January 21, 2010

## The Company's progress is promising :

- QoQ EBITDA improved from Rs 7 Lacs in Q2 of FY 2009/10 to Rs 81 Lacs in Q3 of FY 2009/10.
- Year To Date EBITDA, as a consequence, moved to the black to Rs 2 Lacs profit Vs a loss of Rs 335 Lacs year ago.
- The company has reduced debt as an ongoing move to reduce interest costs.
- This reflects continued operational performance improvement while continuing significant investment behind product research and purity. The company has successfully implemented an organisational restructuring over the last 6 months, which has delivered bottom-line focus via streamlining systems, improved productivity and cost rationalisation.
- The company's Local Cluster Model ('LCM') and unique Doctor Partnership model ('KALPAM') has shown promising results in test areas. We will roll this out carefully on a customised basis.
- The Company signed a MOU with The Swiss Ayurveda Medical Association (SAMA) to enter the Swiss / European markets. Switzerland has, in an exciting development, recently opened up to alternative medicine, post a national referendum.

### **About Kerala Ayurveda**

*Kerala Ayurveda was founded in Aluva, Kerala in 1945 by Late Vaidiyan KGK Panicker, the renowned Ayurvedacharya. Now, more than half a century later, his inspired creation epitomizes all that is modern and state-of-the-art in Ayurveda.*

*Kerala Ayurveda has over 75 Ayurvedic doctors, graduates and post-graduate medical staff, with several years of experience. Kerala Ayurveda operates a chain of 27 clinics and 2 Ayurveda Hospitals located across India, and a wellness resort in Bangalore, "Ayurvedagram".*

*Through its wholly owned subsidiaries, Ayurvedic Academy Inc, Ayu Inc and Ayu Natural Medicine Clinic, PS, Kerala Ayurveda has significant presence across 5 locations in the United States of America and offers a range of ayurvedic treatments and health care services.*

## **Safe Harbor**

*Certain statements in this release are forward looking statements which involve a number of risks and uncertainties that could cause actual results and outcomes to differ materially from those in such forward looking statements. The risks and uncertainties relate to changes and variations in the project, unexpected delays in development, obtaining regulatory approvals, etc. The statements in this release represent Kerala Ayurveda's expectations and beliefs as of the date of this release. Kerala Ayurveda anticipates that subsequent events and developments may cause these expectations and beliefs to change. However, while Kerala Ayurveda may elect to update these forward-looking statements at some point in the future, it specifically disclaims any obligation to do so. These forward-looking statements should not be relied upon as representing Kerala Ayurveda's expectations or beliefs as of any date subsequent to the date of this release.*

### **For further details please contact:**

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